

Dr. Vranjes

Firenze



*Welcome inside the Antica Officina del Farmicista.
Tireless passion and Artisanal research in fragrances and cosmetics.*

“The souvenir of an emotion captured in a scented whisper.”



ANTICA OFFICINA DEL FARMACISTA; DR. VRANJES



Antica Officina del Farmacista was created in Florence, in 1983, out of the passion of Dr. Paolo Vranjes, a pharmacist, chemist and cosmetologist. Together with a staff of assistants, he creates and manufactures exclusive products which are the result of the perfect blend between meticulous innovative techniques and tireless research in tradition.

Born and bred in Bologna, where he also obtained his degree, Dr. Vranjes decided to join his personal history with that of Florence, the Italian city with the most ancient tradition of distillation of essences and perfumes. The story of Paolo Vranjes is also the story of a “nose”. While still a child, he could already perceive the enigmatic influence of “odors”, which, through the sensitivity of the sense of smell, arrive directly to the heart. Through the years, this perception turned into a mission, and thus a great creator of olfactory emotions was born.

“The culture of perfumes was literally infused in me,” says Paolo Vranjes. “My grandfather was a silk trader with a passion for essences, and as a child I would watch him in the room where he kept his collection of perfumes which he searched for on his travels around the world. I was enraptured by that universe of rare, transparent bottles with their unusual, evocative scents, and I was fascinated by the secrets they held within them. Where were they from? What was so special about them? And how was a new magic created every time they were mixed? Then one day my grandfather realized I was there, and with an understanding smile, he invited me to join him while making me promise not to touch anything. After that, we spent many more days together. My passion for essences and my culture were born in that room.”

Dr. Vranjes’s passion, together with his creativity, knowledge and competence, gave rise, through the years, to the unique and exclusive universe of Antica Officina del Farmacista, with its exciting ambient scents, its reliable cosmetics for face and body, and its surprising Extraits, precious wearable fragrances.

To step inside the Antica Officina del Farmacista is to allow yourself a moment of absolute pleasure as you follow seducing paths to discover the harmonious alchemy of emotions, research, and inspiration – the core ingredients necessary for the fine art of creating fragrances. The sophisticated design of the bottle is uniquely inspired by Florentine architecture; precious fragrance-filled jewels waiting to be discovered, inviting you to reawaken long forgotten memories.

THE MILESTONES

In 1996, in downtown Florence near the Duomo, Dr.Vranjes opened a store with a production laboratory that is visible to the public, at Via San Gallo, 63r. This further highlighted the close relationship between Dr.Vranjes, technician and volcanic creator of new products, and the world of essences and cosmetics. The possibility of testing in the market the validity of his products and his commercial ideas through the Via San Gallo store was the launching pad for the creation, in 1999, of a new innovative range of products, then called “Ambient Scents” Dr.Vranjes Firenze. These products follow the concepts of aromatherapy, aromacology and the importance of olfactory memory, already tested worldwide by spas, translating them into a wide range of perfumes designed to improve each room according to its function and its decoration. Following the success of this line, in 2001 a new store was opened in Florence, at Borgo La Croce, 44r, with a large room dedicated to “perfume tasting”, designed to become a meeting point that attracted and introduced people to the perfumed world of Dr.Vranjes. After 2001, the company started developing its commercial network in Italy. It currently counts on 7 direct agents covering the entire country, with 500 Dr.Vranjes clients. Since 2004, Dr.Vranjes’s products have been popular abroad, and are now sold in more than 50 countries through a network of distributors. In 2010, the new headquarters of Antica Officina del Farmacista were opened in Florence (Antella, Bagno a Ripoli), blazing the trail for the new Dr.Vranjes image and commercial message. The new headquarters have a showroom open



Dr.Vranjes Firenze boutique

to clients, where all Dr.Vranjes’s products can be tested and where clients can attend courses on the world of perfumes and olfactory décor. In December 2010, a new store in Via della Spada, 9r was opened using the same Dr.Vranjes image. The new sales point was located in the most noble block in Florence, near prestigious fashion names, and soon became the Dr.Vranjes shop window in which our clients from all over the world see and recognize themselves. In September 2011, the first store, near the Duomo, was completely refurbished. The store now implements the new Dr.Vranjes look as well as the commercial and marketing model for franchising. In September 2012, the flagship store in Florence in Borgo La Croce was completely renovated and in November, 2013, the brand’s latest “flower in the lapel” debuted, the flagship store in Milan’s Brera neighborhood in Via Fiori Chiari, 24.

All Dr.Vranjes products are represented in a simple, efficient display concept developed and tested over the past 15 years to create a successful, exportable model. Our know-how starts with our leading products, Dr.Vranjes Scented Decor, with a wide range of items (today we have 30 different scents available); from the creation of a bottle with our distinctive shape and exclusive design (Dr.Vranjes registered trademark), to the research for the highest quality in our products (in-company essence creation, packaging research, the use of precious materials, and suppliers who are masters of Florentine artisanship) – goals that are the driving force behind our company’s philosophy. At the core of the formulation of Dr.Vranjes’s essences is the observation that some scents remind us of home and family while others are related to happy moments and are comforting. Whenever we recall them we relive those memories and feelings of happiness from the past. This is also the core of aromacology, a discipline that studies the beneficial effects of essences on our mental and emotional state. Recommending the right fragrance for every room in which we live with family and spend time with friends is the philosophy of our company – whether the kitchen or living room, bedroom or study, bathroom or entrance hall. It is important for the well-being – and pleasure – of each of us to find the scent which is most suitable for each room of the home, taking into consideration factors such as the spaces, size, light and furniture as well as the properties which are contained in the natural oils of Dr.Vranjes Home Fragrances and the emotions which they can evoke.



A MILLION FLOWERS IN ONE BREATH: ROOM SCENTS

Relaxing like tender lavender, energizing like a Sicilian lemon, spiced like pungent cinnamon: whatever its properties, the essence is the soul of each of Dr.Vranjes's creations. Every Dr.Vranjes Firenze SCENTED DECOR is a unique creation containing wisely dosed natural essences concentrated at 10%. The natural essence, in contrast to synthetic elements, is the living element which makes each of Dr.Vranjes's perfume unique, provides its active properties and associates them to the practice of aromatherapy and aromacology.

But it takes millions of flowers to produce a few grams of essential oil. Flowers that are picked one by one early in the morning. This multitude of souls are brought together to give life to an essence that is never identical to the crop of the previous year: the final fragrance has a slightly different color every time.

This variable depends on the wonderful, irreplaceable work of Mother Nature, and makes Dr.Vranjes's ambient scents even more unique and precious. Each of our ambient scents has, in fact, the ability to provide your home with a pure and unique mixture of perfumes.

Minimum concentration of perfume: 10 %

DIRECTIONS FOR USE:

The best position for an ambient scent is the central part of the house, so that anyone coming or going can capture the fragrance and take it to the other rooms.

For better results, the scent should never be exposed to direct sunlight or placed near sources of heat, as heat influences fragrance evaporation.

A 100-ml bottle may last at least 3-4 weeks; the 250-ml bottle lasts 2-3 months, and the 500-ml bottle usually lasts 4-5 months. The duration of the fragrance will depend on the characteristics of the room, on the heating system, on exposure to direct sunlight and on draughts, which may accelerate evaporation.



THE ART OF SCENTED DECOR

Recommending the right fragrance for every room in which we live with family and spend time with friends is the philosophy of our company – whether the kitchen or living room, bedroom or study, bathroom or entrance hall, or even the children's bedroom. It is important for the well-being - and pleasure - of each of us to find the scent which is most suitable for each room of the home, taking into consideration factors such as the spaces, size, light and furniture as well as the properties which are contained in the natural oils of Dr.Vranjes Home Fragrances and the emotions which they can transmit.

This is the concept that we wish to convey. In order to feel create and maintain feelings of well-being, we need to be surrounded by objects which are pleasing to the eye, the mind and the senses, and we have captured the emotions of precious fragrances and transformed them into elegant pieces of home decor. A pleasure to be shared with the people we care for.

I QUATTRO ELEMENTI

The FOUR ELEMENTS for four fragrances that evoke all the purity of the scent of the great Mother Earth.: *Acqua, Aria, Fuoco, Terra*

LE ELEGANTI FIORITE

The ELEGANT FLOWERS are fragrances which have recognizable floral scents, noble as an orchid, innocent as lavender, nostalgic as lily of the valley: *Magnolia Orchidea, Tuberosa Mughetto, Lavanda e Timo, Green Flowers, Petali di Rose*

LE ROMANTICHE SPEZIATE

The SPICED ROMANTICS are evocative fragrances, deep and mystical, essences from distant lands which bring with them a hint of magic: *Ambra, Spezie Rare, Ginger e Lime, Chinotto Pepe, Cuoio Radica*

LE MORBIDE FRUTTATE

The SOFT FRUITY are essences which evoke memories of childhood, past moments and small pleasures which reassure and accompany us with their unmistakable scents: *Arancio Cannella, Fico Selvatico, Melograno, Vaniglia Mandarino, Pompelmo Cassis*

FRUTTA E FIORI D'ITALIA

ITALIAN FRUITS AND FLOWERS are a memento of Italy and its perfumes and colors: *Limone e Mandarino, Melograno e Menta, Arancio e Uva Rossa, Fiori di Iris e Ginestra*

LA ROSA DEI VENTI

COMPASS CARD are refined home fragrances created by Dr.Vranjes with essences of the highest quality, skillfully blended to create the fragrances wafted in the air by the winds that blow: *North, South, East, West*

COLLECTION FRAGRANCES

The COLLECTION FRAGRANCE presents a new, exclusive perfume every year with limited production – an essential perfume not to be missed: *Rosso Nobile, Giardino di Boboli, Giardino delle Rose, La Limonaia di Firenze, Calvado's*



ACQUA

Dr. Vranjes
Firenze



FRAGRANZA D'AMBIENTE

	FRAGRANCE	OLFACTORY PYRAMID	ACTIVITY	AREAS
THE ELEMENTS	ACQUA	The aromatic notes of Basil Leaves, wisely combined with the intense and transparent ozone marine notes, are the ones which open the fragrance, which then evolves into notes of White Musk and salt, adding character and personality.	Relaxing, soothes the mood to reduce stress.	Bathroom Modern living room
	ARIA	Lemon and Orange Blossoms are the fresh opening protagonists of this fragrance, accompanied by Lemon Blossom Essence, White Musk and Wild Mint, to then fade into a note that brings to mind the clean, salty sea air.	Relaxes and balances the mood while purifying the air.	Bathroom Bedroom Modern living room Entrance hall
	FUOCO	Intense fragrance with essences of rare woods. The new combination of Lemon Blossom and Clove Tree Blossom is made complete by the combination of Cloves, Sandalwood and Star Anise.	Energizing, aids concentration, particularly suitable for smoky environments.	Work/study rooms Modern living room Classic living room
	TERRA	The crisp, precious notes of Siberian Pine are warmed by the underwood notes of Green Musk and Provence Lavender Essence. The warm and rich note of Vanilla Essence, in contrast with the Mint Essence, gives an unforgettable scent.	Relaxes and helps reduce feelings of stress and anxiety, balancing the mood.	Bedroom Classic living room Family room
THE ELEGANT FLOWERING	MAGNOLIA ORCHIDEA	Elegant and sophisticated thanks to the intense note of Magnolia, together with the delicate notes of Mimosa, which are joined by the commanding and warm Orchid.	Relaxes and purifies the air, balancing the mood.	Modern living room Children's room Family room
	TUBEROSA MUGHETTO	Together for the elegance of their notes. Delicate and pure Lilly of the Valley, with a touch of Hyacinth, and intense and mysterious Assoluta di Tuberosa.	Relaxes and balances the mood while enriching the air with purifying components.	Modern living room Children's room Family room
	LAVANDA TIMO	Harmonious symphony with classical and unmistakable aromatic notes. Fresh and persistent Lavender, stimulating Thyme, together to create a breath of freshly picked aromatic herbs.	Relaxes and soothes stress, improves sleep, purifies the air and restores strength.	Bedroom
	GREEN FLOWERS	A combination of Lemon Blossom, Bitter Orange Blossom and Green Tea with Ylang Ylang and Jasmine, fading into the green scents of earth and roots thanks to Vetiver and Wild Mint.	Fights stress, balances the mood, relieves tension and fatigue, purifies the air.	Modern living room Children's room Family room
	PETALI DI ROSE	Sophisticated and timeless, this fragrance gives the feeling of holding a large bouquet of roses in your arms.	Relaxes, fights stress, purifies the air, relieves fatigue.	Bedroom Classic living room Children's room Entrance hall
THE SPICED ROMANTICS	AMBRA	A rich, intoxicating fragrance with elegant, oriental notes. Amber and Iris Flower are joined by Cistus, Patchouly, Labdanum, Sandalwood and Vanilla to create this elegant, sophisticated fragrance.	Balances the mood and reduces feelings of stress, tension and fatigue while enriching the air with purifying components.	Classic living room
	SPEZIE RARE	A blend of Oriental spices and precious woods: Pepper, Pimento, Nutmeg, Ginger, Patchouly and Sandalwood, with a surprising touch of Star Anise and Macis, the juicy Nutmeg flower.	Balances the mood and reduces feelings of stress, tension and fatigue, helps concentration while enriching the air with purifying components.	Work/study area Family room
	GINGER LIME	The juicy, zesty notes of Lemon and Lime, combined with Ginger Root and enriched by Vetiver and White Pepper, make this fragrance juicy and zesty.	Stimulates the mood and reduces feelings of anxiety and fatigue while helping to improve concentration and enriching the air with purifying components.	Work/study area Modern living room Entrance hall
	CHINOTTO PEPE	This new combination is elegant and harmonious, thanks to the transparency of the citric notes of Myrtle-leaved Orange and the spicy power of Pepper.	Stimulates the mood and reduces feelings of anxiety and fatigue while helping to improve concentration and enriching the air with purifying components.	Work/study area Modern living room Entrance hall
	CUOIO RADICA	The binding note of Leather and the virility of Radica are the prevailing components of this warm, smooth scent.	Fights stress, balances the mood, reduces feelings of anxiety and improves concentration.	Work/study area Family room Living room

FRAGRANCE	OLFACTORY PYRAMID	ACTIVITY	AREAS	
ARANCIO CANNELLA	Notes of warm, sunny citrus fruits - Bitter Orange Blossom supported by Orange Blossom, together with the sophisticated Sri Lanka Cinnamon.	Energizing, helps improve concentration and reduce anxiety, with purifying action to remove cooking smells.	Work/study area Kitchen	THE SOFT FRUITY
FICO SELVATICO	A sophisticated combination of Galbanum, White Musk, Wild Mint, Clover and Spices. Created to evoke the fragrance of unripe, freshly picked figs.	Energizing, has purifying actions, in particular when pets are present.	Kitchen Entrance hall Bathroom	
MELOGRANO	Black Grape and Watermelon are the surprising ingredients used to recreate the characteristic scent of crushed Pomegranate seeds.	Relaxes and balances the mood while purifying the air.	Kitchen Classic living room Entrance hall	
VANIGLIA MANDARINO	An immediate and precious fragrance containing a combination of sweet Vanilla and tart Mandarin.	A purifying fragrance, perfect for doing enjoyable, calming activities, especially suitable for children's bedrooms.	Kitchen Children's room	
POMPELMO CASSIS	A lively, luminous fragrance, thanks to the fresh and bitter notes of Grapefruit mingled with the green, fruity notes of Cassis.	Relaxes and balances the mood while purifying the air.	Kitchen Dining room Bathroom	
LIMONE MANDARINO	Lively and zesty Lemon, sweet and sugary Mandarin were wisely combined with Vanilla to create this fragrance, containing the warmth of the sun.	A purifying fragrance, perfect for doing enjoyable, calming activities, especially suitable for children's bedrooms.	Bedroom Children's room	ITALIAN FRUITS AND FLOWERS
MELOGRANO MENTA	Black Grape and Watermelon notes reproduce the scent of crushed Pomegranate seeds, while the touch of Wild Mint Leaves adds fresh energy to this fragrance.	Relaxes, balances the mood and helps restore physical and mental energy.	Kitchen Dining room	
ARANCIO UVA ROSSA	The result of the combination of Bitter Orange Zest and Red Grape, made more precious by Rose, Magnolia and Violet and magnificently completed by Birch wood, Rosewood and a touch of Cinnamon.	Energizing, it purifies the air (dining room and kitchen), helps improve concentration and reduces feelings of anxiety.	Kitchen Dining room Children's room	
FIORI DI IRIS E GINESTRA	The Broom's unmistakable scent of fresh flowers frames the precious notes of Florentine Iris.	Relaxes, balances the mood, reduces feelings of anxiety and fatigue while purifying the air.	Bathroom Modern living room Family room	
NORTH	Fresh notes, impregnated with underwood Musk, blend with Lavender and Wild Mint and create a delicate combination with Balsamic Woods.	The balsamic qualities help respiration, balance the mood and stimulate energy reserves while enriching the air with healthy, purifying components.	Bedroom Bathroom Work/study area	COMPASS CARD
SOUTH	Warm, tropical notes thanks to the precious Frangipane Flower, Sri Lanka Cinnamon and magical Macis Flowers, all wrapped in intense notes of Vanilla.	Relaxes, purifies the air, particularly suitable for children's bedrooms.	Living room Bathroom Bedroom	
WEST	A mixture of Bergamot, Lemon Blossom and Orange Blossom, together with notes of Green Tea and Cotton Flowers, fading into transparent ozone marine notes.	Relaxes, balances the mood, stimulates energy reserves while purifying the air.	Bathroom Modern living room	
EAST	A sumptuous bouquet: Rose, Iris, Magnolia, Ylang Ylang, Jasmine and Orchid. The delicate touch of Orange and Mandarin Flowers, together with Rosewood and Sandalwood, makes this fragrance unforgettable.	Relaxes, balances the mood and reduces feelings of fatigue and anxiety while purifying the air.	Bedroom Classic living room Family room	

COLLECTION FRAGRANCE	OLFACTORY PYRAMID	AREA
ROSSO NOBILE	Notes of orange are highlighted by the flowery-fruity agreement between violet, magnolia, plum, strawberry and raspberry. Whisks of mature wood with a smoked note of birch recreate the aroma of tanins.	Modern and classic living room Entrance hall Work/study area
GIARDINO DI BOBOLI	The fresh, bubbly meeting of lemon and orange flowers joins the green notes from the ashes and butterbushes of Italian gardens. Wisps of old rose stand out among the notes of jasmine and are intensified by wood.	Modern and classic living room Entrance hall Work/study area Bathroom
GIARDINO DELLE ROSE	Precious Bois de Rose joins the prevailing amber essence and the 4-rose essence: Provence rose, Bulgarian damask rose, Turkish damask rose and the ultra delicate Agatha rose. The fragrance fades from the precious and persistent notes of Patchouli, softened then by a touch of Vanilla and Myrrh, balanced with liquorice root.	Classic living room Family room Bedroom Bathroom
LA LIMONAIA DI FIRENZE	The scent of just-blossomed lemon and orange flowers, best perceived in the early morning, joins the unmistakable orange blossom essence, with the green notes of the fleshy lemon leaves, fading away in slightly balsamic, spicy woods.	Modern and classic living room Entrance hall Work/study area Dining room
FRAGRANZA DELL'ALBERO DI NATALE	Fresh notes impregnated with underwood musk which meld with clean, crisp air perfumes and are finally completed with the resinous notes of fir cones and pine balsamic woods.	Modern and classic living room Entrance hall Family room
CALVADO'S	Extra pure essence of apples and aromatic notes of oakwood tannin, softened by fresh and flowery scents. A ritual for connoisseurs.	Modern living room Dining room Kitchen Work/study area



Calvado's Ballon



Rosso Nobile
Decanter and bottle



Collection Fragrance
Crystal Bottle with gold top

COLLECTION
FRAGRANCE

OLFACTORY PYRAMID

OUD NOBILE

Oud's wood is only for connoisseurs of rare essences and perfumes. Its scent is a treasure destined only to few elects and for very special occasions. Chosen from the best quality of Oud essential oil, Dr. Vranjes Firenze sapiently blends it with the freshness of Bergamot and the elegance of Neroli giving birth to his latest sublime creation: Oud Nobile. Adding precious notes of Myrr and Incense, the scent enhances the warmth and the enchantment of Oud while revealing its mysterious heart.

FRAGRANZA DA COLLEZIONE
ANNIVERSARIO OUD NOBILE

Recognising and respecting Mother Nature has always been at the heart of my creative process throughout my thirty years of working with fragrance. To celebrate this anniversary and to give thanks for this indispensable wealth of ingredients available to me, I present my new fragrance based on the precious wood - Oud Nobile, a fragrance that represents a bridge between the East and West.

Oud is a resin from the heart of the Agarwood tree, a very rare and precious wood, coming from Eastern countries where its value is often higher than gold. If burned, it is easily recognisable for its distinctive leather scent. This boisé fragrance with resinous and fumé traces it's been very appreciated from the Arabic since long time.

Like the best Wines, the Oud essences present different qualities; the most precious ones are worth more than gold.

Available in the following sizes from February 2014: 25 ml spray, 250 ml, 500 ml, 500 ml Crystal Bottle, 2.5 liters, 5 liters with sticks. Refills 500 ml, 2.5 liters and 5 liters.



Dr.Vranjes Firenze Room Scents
are available in a broad range of sizes



5l



2.5l



500ml



250ml



100ml



100ml Spray



25ml Spray



25ml Spray Box

500ml refill bottle



2.5 liters refill tank



5 liters refill tank



All refills come with new bamboo sticks



Dr. Vranjes Firenze tester display box
34 bottles, 25ml



Gift Box "Duo Box"
available on request

Melograno & Acqua
Melograno & Arancio Cannella
Melograno & Ginger Lime
Pompelmo Cassis & Chinotto Pepe
Cuoio Radica & Petali di Rose



Gift Box "Duo 100"
available on request

Acqua - Ambra - Arancio Cannella -
Arancio Uva Rossa - Aria - Chinotto Pepe -
Cuoio Radica - Ginger Lime -
Magnolia Orchidea - Melograno -
Petali di Rose - Pompelmo Cassis -
Spezie Rare - Vaniglia Mandarino -
Rosso Nobile - Calvado's





Gift Box "100 Plus"

available in
Rosso Nobile Fragrance

with reservation:

*Acqua
Albero di Natale
Ambra
Arancio Cannella
Arancio Uva Rossa
Aria
Calvado's
Chinotto Pepe
Cuoio Radica
Ginger Lime
Magnolia Orchidea
Melograno
Petalì di Rose
Pompelmo Cassis
Vaniglia Mandarino*



Gift Box "Set Box"

available on request

*I Quattro Elementi (Acqua,
Aria, Fuoco, Terra)*

*Frutta e Fiori d'Italia (Arancio
e Uva Rossa, Fiori di Iris e
Ginestra, Limone e Mandarino,
Melograno e Menta)*

*La Rosa dei Venti (North,
South, East, West)*

*Frutta e Spezie (Vaniglia
Mandarino, Melograno, Arancio
Cannella, Spezie Rare)*

OUR SUGGESTIONS FOR PRODUCTS DISPLAY

In order to enhance the beauty of the products and catch your customer's attention, we recommend displaying a selection of bottles without their boxes. In addition, we highly recommend to keep some fragrances open. This will not only perfume your store nicely, it will also silently, but effectively, communicate the quality of Dr. Vranjes Firenze's scents while encouraging your clientele to spend time (and money) in your shop.



500ml

250ml

100ml

25ml



THE SUGGESTED PRODUCTS DISPLAY





FRAGRANCE, THAT PURIFIES

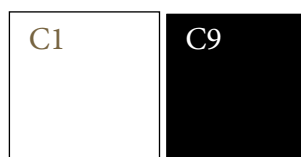
Air purification and perfuming system, with antibacterial action. An alternative and sophisticated Dr.Vranjes solution created by artisans in Tuscany.

Lamparfum is available in glass-crystal, ceramic and in limited edition.

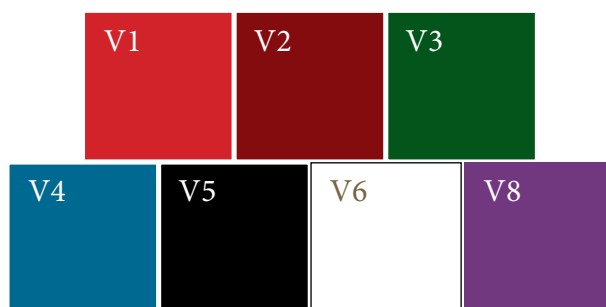
Lamparfum refills are highly concentrated with natural essences and are 5 times more concentrated than the competition. Available in these fragrances:

Acqua, Aria, Fuoco, Terra - Ambra, Spezie Rare, Ginger Lime - Melograno, Arancio Cannella, Vaniglia Mandarino, Fico Selvatico - Limone e Mandarino, Fiori di Iris e Ginestra, Melograno e Menta, Arancio e Uva Rossa - Lavanda e Timo with antiseptic and antimicrobial action – *Anti-mosquitoes* with Citronella, Menta e Lavanda essential oils - *Neutra*, for an air purifying action without fragrances - *Rosso Nobile*.

BOTTLE COLORS



Ceramic - white and black



Glass - magenta red, rubino, green Empoli, blue Capri, black, transparent, purple

LAMPARFUM TOPS



Available by
special order

LAMPARFUM
REFILL BOTTLES

500ml and 150ml

THE ESSENCE
OF LIGHT

Dr.Vranjes Firenze candles are artisan creations produced with high quality wax, wisely mixed with natural essential oils – because natural essences are the living elements that make Dr.Vranjes ambient scents unique.

Our candles come in sophisticated bordeaux satin glasses to complete the olfactory decoration of your home. Perfuming your house with Dr.Vranjes candles is a simple yet efficient manner to influence the mood of a room and to create a calm, harmonious ambient.

Dr. Vranjes candles are 180g and available in the exclusive scents: *Rosso Nobile – Melograno*



FRESH SENSATIONS

Delicate fragrances designed for a sweet fresh and clean sensation. Alcohol-free to prevent stains.

Spray Fragrance

A mist of perfume to scent your linens every time you want to.

Use directly on the bed linen

Exclusive Dr.Vranjes 2.5% fragrances in micro emulsion.

Ritagli Profumati (Scented Wardrobe Fresheners)

Soft and delicate scented "fibers" to keep among linens and clothes in your drawers and closets.

10 pieces in an elegant Dr.Vranjes Firenze Box.

Bisquit Profumati (Scented Biscuits)

Precious scented objects handmade in marble powder to keep in your wardrobe. The fragrance is gently diffused day by day around your most precious items of clothing. Each piece is elegantly packaged to preserve the perfume.

Available in the following scents: Ambra - Terra - Aria - Ginger Lime - Green Flowers - Lavanda Timo - Magnolia Orchidea



CARPARFUM SCENTS

Cuoio Nobile

Exclusive and sophisticated, CUOIO NOBILE is an important olfactory tribute to this precious material.

The scent of Leather is enveloped in Violet leaves to reveal its exclusive elegance and is softened by Amber, White Musk and Vanilla.

The fragrance is completed with hints of precious woods: Vetiver, Briar Wood and Cedarwood.

Cuoio Classico

The CUOIO CLASSICO olfactory architecture is built on the austere masculine charm of Classic Leather and respects its olfactory promise.

The calibrated spicy notes of Cardamom and Pepper combine with the strength of Sandalwood, Briar, Cypress and Patchouli.

The heart of Rose, Amber and Incense is intense and caressing and gives the fragrance a distinctive masculine elegance.

Reassuring as only the olfactory structures of the great classical themes can be.

Cuoio Vero

Unexpected transparency in CUOIO VERO, a fragrance that reveals a balanced interplay of opposites.

Flighty and irresistible, this interpretation of leather is surprising for its liveliness, thanks to the notes of Lemon and Apple which capture the elegance of Orange Blossom and Rose. Amber and Vanilla blend with notes of Briar, Cedar and Vetiver to provide a soft, enveloping touch.



LET YOUR SENSES DRIVE YOU

Carparfum is a new range of exclusive, elegant fragrances for the car made using pure essences which have been selected to harmonize perfectly with the leather, wood and fabrics of the car interior to create a personal olfactory decor for the unusual environment of the car.

CARPARFUM fragrances are the first car fragrances made using an innovative formula, without alcohol, safer because it is not flammable.

For proper use, spray the essence on the mats whenever you wish to perfume your car. Do not spray on leather.



Available in spray 100 ml and in boxes of 10 Ritagli profumati (scented cotton tabs)

HOME FRAGRANCES

THE BEST POSITION TO PLACE THE HOME FRAGRANCE

The best position for an ambient scent is the central part of the house (for example a zone of passage), so that anyone coming or going can capture the fragrance and take it to the other rooms.

The suggestion of Dr. Paolo Vranjes is "to decorate" home with different fragrances, choosing the best fragrance based on its use and the environment.

For better results, the scent should never be exposed to direct sunlight or placed near sources of heat, as heat influences fragrance evaporation.

We suggest to use the fragrance not only into the home, but also in the office, in meeting rooms and receptions of Hotels.

HOW TO USE BAMBOOS AND HOW MANY TIMES TURN THEM

Mainly it depends on personal preference and on the position of the fragrance.

The first time put all the bamboos into the bottle for a duration of time from 30 to 60 minutes and then turn them. After we suggest to turn bamboos once or twice a day depending on the desired intensity of the fragrance.

It is important to put into the bottle all bamboos: the number of bamboos is calculated in order to make the evaporation constant, homogeneous and only through the absorption by capillarity. To decrease the number of bamboos can cause an evaporation of the home fragrance also through the neck of the bottle, that is not occupied by bamboos.

TIME DURATION OF THE FRAGRANCE

A 100 ml bottle may last at least 3-4 weeks

A 250 ml bottle may last 2-3 months

A 500 ml bottle may last 4-5 months

The duration of a fragrance depends on the characteristics of the environment where the fragrance is located (space, ceilings height, openings, curtains, etc...), on the heating, on the direct sunlight and on the currents of air, that can accelerate the evaporation. To have always a perfect product, we suggest to buy also the refill of the same fragrance and to add the perfume constantly to leave always the level above the curvature of the bottle. This caution extends the life of the fragrance, that will evaporate only through bamboos and it will prevent a dissimilar evaporation between the essence (less volatile) and the alcohol (more volatile).

IF WE SPILL THE FRAGRANCE

We suggest to dry as soon as possible, especially when surfaces are painted or of polished wood, or porous as marble, otherwise the surface could remain stained.

There are no problems, if accidentally, it spills on the hands and on the body.

Remember that the fragrance is flammable, so do not light bamboos; they are submerged into the fragrance to diffuse it and not to be lighted.

REUSE THE BAMBOOS

Bamboos can be reused for another refill of the same fragrance, but we suggest to do it no more than two times. The refill is always sold with a new set of bamboos; and the refills of the Home Fragrances have always the same composition and concentration of natural essences of the original bottles.

WHAT CAN WE DO WHEN BAMBOOS ARE DRY?

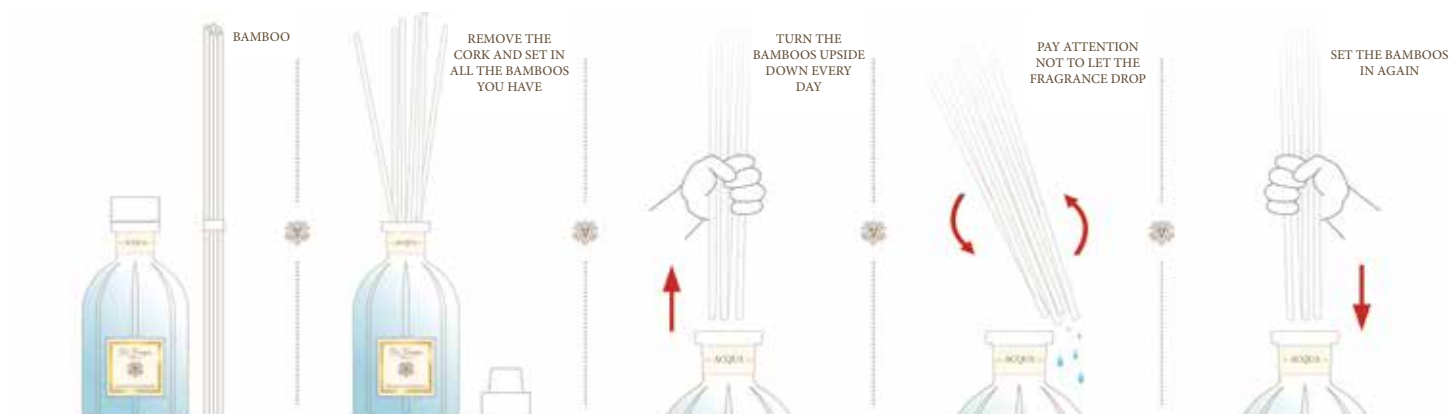
When the fragrance is completely evaporated and bamboos are dry, they continue to diffuse the fragrance, so bamboos can be used into drawers, closets, laundry baskets and also in the car.

WHY SOME FRAGRANCES CAN HAVE LIGHT CHANGES OF COLOR DURING THE TIME?

Dr.Vranjes Fragrances are made of an high percentage of natural essences, that can have changes of color, due to the exposure to air and to light. This possible change does not affect, in any way, the quality of the product, its scent and beneficial effects.

HOW TO PRESERVE PRODUCTS IN STOCK

Light and heat are the worst enemies of the natural essential oils, that are contained in high quantity in the Dr. Vranjes products, so we suggest to store all the products in a cool and dark place.



LAMPARFUM

1. LAMPARFUM OPERATION

Put the Lamparfum on a stable surface and away from heat sources.

2. FILLING – Pour 1/3 of the content of the refill for Dr.Vranjes catalytic lamps (about 165 ml) into the Lamparfum. Pay special attention do not fill the lamp more than 1/3 of its volume, to avoid that the wick, absorbing too much liquid, does not work.

3. PREPARATION OF BURNER – Insert the catalytic wick into the Lamparfum, cover with the metal top and wait until the burner is reached by the fragrance through the wick soaked in liquid (about 3 hours for the first lighting with a new wick).

4. LIGHTING - Light the catalytic wick with a flame; leave it lighted for at least 3-4 minutes. When the stone of the burner has become clear gray and the flame is lowered considerably, the burner has reached the right temperature for operation, so it is possible to blow to extinguish the flame. Put the perforated top on the Lamparfum (to protect the consumer because of the high temperature of the burner) and enjoy the pleasant notes of the Dr.Vranjes Fragrances. NOTE: When you light the Lamparfum, do not move the wick from its location, because this operation can cause a sudden burning of all the liquid that is contained in the lamp with very dangerous consequences.

5. EXTINGUISHING – To extinguish Lamparfum just put the metal top on the catalytic wick, the lack of oxygen will extinguish the burner.

The catalytic system is a different way of diffusion from the diffusion by bamboos:

Dr. Vranjes Home Fragrances are constantly diffused through bamboos, but in small quantities that do not saturate the environment; while Dr.Vranjes Lamparfum Fragrances are diffused much more energetically through the catalytic combustion, and they reach the saturation of the environment in a time that can vary from 20 to 60 minutes, depending on the cubic capacity of the environment and they have an antibacterial action on the air that we breathe.

CANDLES

Dr.Vranjes Firenze candles are artisan creations produced with high quality wax, wisely mixed with dosed natural essential oils that make Dr.Vranjes ambient scents unique. Dr.Vranjes Firenze candles are 180g and they have a duration of lighting of about 40 hours.

HOW TO PRESERVE PRODUCTS IN STOCK

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LINEN FRAGRANCES

Delicate fragrances designed for a sweet fresh and clean sensation. Alcohol-free to prevent stains.

Spray Fragrance

Spray the fragrance at a minimum distance of 20 cm from tissues to refresh linens, sheets, curtains, pillows, etc... Exclusive Dr.Vranjes Fragrances with 2,5% of essences in micro emulsion.

Perfect to perfume cloths after ironing.

Biscuit Profumati (Scented Biscuits)

Precious scented objects handmade in marble powder and essential oils to keep in your wardrobe. The possible coloring, due to the presence of the natural essential oils, could be accentuated with the exposure to light.

The vial included in every single package and in the gift box is necessary to reinforce the scent.

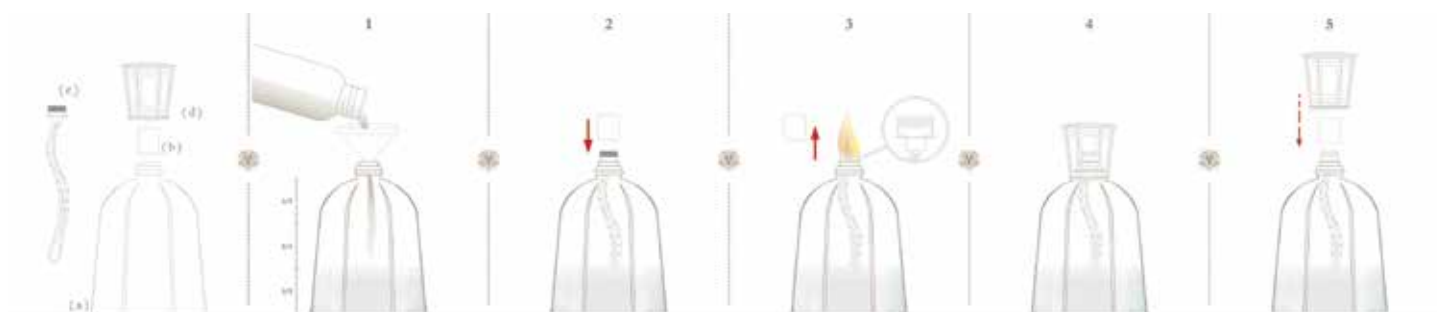
Ritagli Profumati (Scented Papers)

Soft and delicate scented "fibers" to keep among linens and clothes in your drawers and closets.

CARPARFUM

Carparfum fragrances are the first car fragrances made using an innovative formula, without alcohol, safer because it is not flammable and this formula exalts still more the quality of Dr.Vranjes Firenze Fragrances.

For proper use, spray the essence on the mats whenever you wish to perfume your car. **Do not spray on leather.**



1 - POUR 1/3 OF THE REFILL CONTENT INTO THE LAMPARFUM USING A FUNNEL

2 - INSERT THE CATALYTIC WICK INTO THE LAMPARFUM, COVER WITH THE METAL TOP. FOR THE FIRST LIGHTING WAIT AT LEAST 3 HOURS SINCE THE WICK WAS PUT IN THE LIQUID.

3 - REMOVE THE METAL TOP AND LIGHT THE WICK. AFTER A FEW MINUTES WHEN THE STONE WILL BECOME LIGHT GREY, BLOW TO EXTINGUISH THE FLAME (ABOUT 4 MINUTES). **WARNING:** NEVER PLACE THE DECORATIVE CORK OVER THE FLAME.

4 - PUT THE DECORATIVE CORK ON THE LAMPARFUM AS A PROTECTION WHILE THE SCENT SPREADS. **WARNING:** NEVER TOUCH THE STONE DURING OPERATION.

5 - TO TURN THE LAMPARFUM OFF JUST PUT THE METAL TOP ON THE CATALYTIC WICK AND PUT AGAIN THE DECORATIVE TOP. TO REUSE OUR LAMPARFUM REPEAT THE STEPS 1,3, 4 AND 5.

Dr. Vranjes
Firenze



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